



WHTM
3235 Hoffman Street
PO BOX 5860
Harrisburg, PA 17110-5860

Contract # 195963

Schedule Dates

09/18/12-09/24/12

Advertiser

Smith/Senate/Rep (15335)

Agency

Stevens Reed Curcio & Co. (3171)

Product

Political-Political (1088)

Brand

POLITICAL (2893)

Salesperson

Jones, Mike (1068)

Sales Office

CONTINENTAL - Washington, DC

Buyer Name

Fiedler, Amanda

Phone/Fax

/

CPE

11/15/273

Account Types

National/Political Candidate Agency

Billing Type

Standard

Comments

SMITH/SENATE/REP

Date Entered

09/17/12

Last Modified

09/17/12

Entered By

Nicole Heckard

CO-OP

No

Headline

ECR08865515

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$1,886.25

Net Total

\$10,688.75

Sales Tax

WHTM Harrisburg (WHTM)

By Broadcast Month

Sep. 2012

Grand Total:

Rate

\$12,575.00

\$12,575.00

Spots

50

50

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/18/12-09/24/12	3	:30	7A- ABC-GOOD MORNING AMERICA	1	1	1	1	1	1			3	\$300.00	\$900.00	WHTM Harrisburg (WHTM)		9/17/12
2.0	Normal Line / SPOT (2)	09/18/12-09/24/12	3	:30	9A- REGIS & KELLY	2	1	1	1	1	1			6	\$100.00	\$600.00	WHTM Harrisburg (WHTM)		9/17/12
3.0	Normal Line / SPOT (3)	09/18/12-09/24/12	3	:30	10:58A- ABC- THE VIEW	1	1	1	1	1	1			5	\$100.00	\$500.00	WHTM Harrisburg (WHTM)		9/17/12
4.0	Normal Line / SPOT (4)	09/18/12-09/24/12	3	:30	12P- NEWS-ABC27 NEWS AT 12P	1	1	1	1	1	1			3	\$150.00	\$450.00	WHTM Harrisburg (WHTM)		9/17/12
5.0	Normal Line / SPOT (5)	09/18/12-09/24/12	3	:30	12:30P- JUDGE JOE BROWN 1230P	1	1	1	1	1	1			2	\$75.00	\$150.00	WHTM Harrisburg (WHTM)		9/17/12
6.0	Normal Line / SPOT (6)	09/18/12-09/24/12	3	:30	4P- 4:58:31P (EST)	1	1	1	1	1	1			5	\$150.00	\$750.00	WHTM Harrisburg (WHTM)		9/17/12
7.0	Normal Line / SPOT (7)	09/18/12-09/24/12	3	:30	4:58:31P- 5:30P (EST)	1	1	1	1	1	1			5	\$300.00	\$1,500.00	WHTM Harrisburg (WHTM)		9/17/12
8.0	Normal Line / SPOT (8)	09/18/12-09/24/12	3	:30	5:57P- NEWS-ABC27 NEWS AT 6P	1	1	1	1	1	1			5	\$400.00	\$2,000.00	WHTM Harrisburg (WHTM)		9/17/12
9.0	Normal Line / SPOT (9)	09/18/12-09/24/12	3	:30	7P- NEWS-ABC27 NEWS AT 7P	1	1	1	1	1	1			5	\$175.00	\$875.00	WHTM Harrisburg (WHTM)		9/17/12
10.0	Normal Line / SPOT (10)	09/22/12-09/22/12	4	:30	3:28P- SPORTS-ABC COLLEGE FOOTBALL PENN STATE							1		1	\$2,000.00	\$2,000.00	WHTM Harrisburg (WHTM)		9/17/12



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WHTM Harrisburg (WHTM)

By Broadcast Month Spots Rate

Sep. 2012 50 \$12,575.00

Grand Total: 50 \$12,575.00

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11.0	Normal Line / SPOT (11)	09/22/12-09/22/12	3	:30	7P- NEWS-ABC27 NEWS SATURDAY AT 7P							1		1	\$200.00	\$200.00	WHTM Harrisburg (WHTM)		9/17/12
12.0	Normal Line / SPOT (12)	09/23/12-09/23/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUNDAY								1	1	\$100.00	\$100.00	WHTM Harrisburg (WHTM)		9/17/12
13.0	Normal Line / SPOT (13)	09/23/12-09/23/12	3	:30	9A- NEWS-ABC27 NEWS SUNDAY MORNING 9A								1	1	\$100.00	\$100.00	WHTM Harrisburg (WHTM)		9/17/12
14.0	Normal Line / SPOT (14)	09/23/12-09/23/12	3	:30	6P- NEWS-ABC27 NEWS SUNDAY AT 6P								1	1	\$200.00	\$200.00	WHTM Harrisburg (WHTM)		9/17/12
15.0	Normal Line / SPOT (16)	09/20/12-09/20/12	3	:30	9P- ABC-GREY'S ANATOMY				1					1	\$1,500.00	\$1,500.00	WHTM Harrisburg (WHTM)		9/17/12
16.0	Normal Line / SPOT (17)	09/18/12-09/24/12	3	:30	5:28A- NEWS-ABC27 NEWS DAYBREAK AT 530A		1	1	1	1	1			5	\$150.00	\$750.00	WHTM Harrisburg (WHTM)		9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

18228

BB&T
BRANCH BANKING AND TRUST COMPANY
VIRGINIA

68-426-514

MEDIA ACCOUNT
201 N. UNION ST., STE. 200
ALEXANDRIA, VA 22314
(703) 683-9755

SRCPmedia
ADVERTISING AS UNIQUE AS YOUR CAMPAIGN

9/14/2012

9/14/2012

PAY TO THE
ORDER OF

WHTM

\$ **10,688.75

Ten Thousand Six Hundred Eighty-Eight and 75/100

DOLLARS

WHTM

Betsy Vandenberg
AUTHORIZED SIGNATURE

MEMO

Smith week 9/12

SRCP MEDIA, INC. • MEDIA ACCOUNT

WHTM

Smith

9/14/2012

10,688.75

18228

BB&T Media

Smith week 9/12

10,688.75

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	WHTM-TV
Date:	9/14/12

I, Betsy Vonderheid

being/on behalf of: Tom Smith, a legally

qualified candidate of the Republican Party political

party for the office of: Senate

in the General Election

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		9/18-9/24			

Total Charges: \$12,575.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Tom Smith For Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker, treas.

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).


THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date 9/14/12
 Signature 

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected

Signature 
 Printed Name Tom Smith
 Title NSM

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, _____ (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

Betsy Vonderheid

Betsy Vonderheid

printed name

date

9/14/12

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:
(1) actual air time and charges for each spot;

- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.